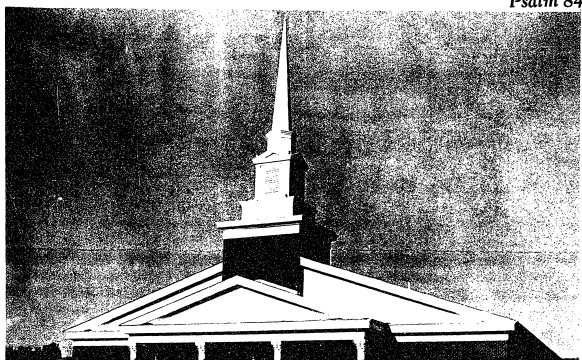


"How lovely is your temple, Oh Lord"

Psalm 84



10

IN PRINT

Mizzou's humor magazine flourished under "Beetle Bailey" creator

school practicing censorship," and suddenly the nation had heard of Showme.

Walker remembers another controversy sparked by the November 1967 Showme. The University administration banned a section of the "Sex Issue." As Walker recalls, the results of a survey asking such questions as, "Do you kiss on the first date?" were to be published. But inquiries such as this must have been too hot because the staff was not allowed to publish the survey.

After the move — sex issue. Walker learned that Sigma Delta Chi decided to take charge of the magazine and change its format from humor to news. "They wanted to take our staff, our advertisers and our name and make a news magazine out of it," Walker said. "We screamed bloody murder. I went to Dean Mott and told him I was in with me."

"Then one day," Walker continues, "we came to our office and the door was locked and all our stuff was sitting out in the hall." The staff had lost its office and severed its relations with Sigma Delta Chi.

Off campus once again, Showme continued publishing, business as usual as can be expected when the magazine's "office" was located in one of the slavic basement. Staff meetings were held in the Shack, Walker's favorite watering hole. Showme was turning a profit, which now went to the staff rather than to Sigma Delta Chi. "They never did much for us," Walker said of the sponsor. "Every time we made a profit, they'd throw a bear at us."

Showme returned to campus during the late '60s, this time under the jurisdiction of the University Student Publication Board. Censorship returned too. Loren Reid, then a speech and dramatic arts professor and chairman of the publication board, decided the cover of the "Take Home to Mother Issues" was not something the University wanted to get back to mom or even to the students. The cover showed a picture of a male student

frantically sweeping various sexual and social devices under his bed as he watches his parents through the window dropping in for an unexpected visit. Reid told the Showme staff to cover the paraphernalia with black ink ink. But the staff soon discovered that they could dissolve the ink with alcohol; there was little the board could do to censor the magazine.

Showme got the ax once again in December 1967. The cover and the editorial content were acceptable, but the advertising department ran two ads displaying nude women. This time the magazine lay dormant for three years.

Showme returned in October 1969, but it just wasn't the same. It had lost its pizzazz. It was published quarterly, not monthly. It survived only four years.

Walker said the magazine died because of competition from the underground newspapers of the '60s, which had more freedom of language and content than a school publication.

The magazine has been through many of the same turn-of-events that Beetle Bailey has been through. The University banned Showme because officials didn't like the way the magazine depicted students: the Army banned Beetle because the brass didn't like the way the strip depicted soldiers.

In his new book, *The Best of Beetle Bailey*, Walker traces the 35-year history of the strip. "Probably the best favor the Army did for me, since discharging me, was banning Beetle from the Stars and Stripes," the military's newspaper. Walker said. "It became a temper in a teapot and the ensuing publicity rocketed Beetle's circulation another hundred papers overnight."

Despite Beetle Bailey's current situation in Orlando, the strip is the second most popular comic published today, appearing in more than 1,000 newspapers. Hard to believe that the first publication to carry the inimitable Beetle Bailey was none other than the scurrilous Showme magazine.

Story by James Rostaker



Covers of several issues of Mizzou Showme depict not only the type of material the magazine ran, but also the type of people that ran the magazine.

NATIONAL BEST SELLERS

1. THE BEST OF BEETLE BAILEY by Walter D. Young
2. THE BEST OF BEETLE BAILEY by Walter D. Young
3. THE BEST OF BEETLE BAILEY by Walter D. Young
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9. THE BEST OF BEETLE BAILEY by Walter D. Young
10. THE BEST OF BEETLE BAILEY by Walter D. Young

Missouri SportsWeek

Two-wheelers Columbia cyclists ride like the wind. See Page 7B.

Columbia Missourian

75th Year — No. 240 Good Morning! It's Monday, July 2, 1984 2 Sections — 20 Pages — 25 Cents

Iraq claims five ships destroyed, plane downed

ABU DHABI, United Arab Emirates (UPI) — Iraq Sunday claimed that it has destroyed five Iranian ships and downed a plane in a new escalation of the nearly 4-year-old war.

Ships' names could not immediately be confirmed, but Iraq's state news agency said it had destroyed the Kiar Nassir, the commander of the Iraqi navy, and the Kiar Nassir, the commander of the Iraqi navy.

Iranian navy spokesman said that it had destroyed the Kiar Nassir, the commander of the Iraqi navy, and the Kiar Nassir, the commander of the Iraqi navy.

Five naval forces were destroyed at intervals this morning, while two enemy naval vessels escaped and entered a minefield.

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